

Annual Donor Engagement Calendar

When your organization meets its annual fundraising goal, what is the real impact in your community?

January

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

February

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

March

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

April

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

May

Summer is Approaching
Perfect Time to Ask for Sustaining Gifts

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

June

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

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July

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

August

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

September

Back to School Season

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

October

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

November

Give to the Max Day
Thanksgiving

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

December

Board Members	
Employees	
Volunteers	
Clients & Families	
Sustaining Donors	
Major Donors	
Legacy Donors	
New Donors	
Grant Funders	

What resources does your organization need to steward donors and keep them engaged for future giving?